

# Project \_\_\_\_\_ Research \_\_\_\_\_ Position Papers

-5/13/93

**Lead Responsibility:** PM: Lance Pressl, Jim Boland  
RJR:

ETS ■ FET ■

**Time Line:**

- Ongoing
- ETS - Due week of March 29, 1993

**Description:** A series of position papers or "White Papers" needed on the ETS and excise tax issues. Assign writers to complete the following:

- Write paper on EPA Science as it relates to electromagnetic fields (EMF), diesel, and chloride in water (in process).

**Action:**

- White paper on ETS/EPA will be completed by 3/22. The paper will be targeted for a state legislative audience.
- An informational video on PM's position on EPA/ETS issue has been prepared and made available to government affairs staff (PMUSA, WRO, PMI).
- Economic Impact Analysis - Federal (done).
- \$2, \$1, .50 (done).
- Need to have TI coordinate "all" white papers with PM/RJR.
- We will see drafts week of 3/15/93.

**Budget:**

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● Project \_\_\_\_\_ Research \_\_\_\_\_  
\_\_\_\_\_ *Niagara Institute*

-5/13/93

*Lead Responsibility:* PM: W. Burrell, Matt Winokur  
RJR:

ETS ☐ FET ☒

*Time Line:*  
-Ongoing

*Description:* This Canadian group has developed a study of the tobacco issues in Canada. This report needs to be finalized and/or excerpts need to be made public.

● *Action:*

- Report needs to be completed A.S.A.P.
- Statement by institute director needs to be drafted and released A.S.A.P.

● *Budget:*

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● Project \_\_\_\_\_ Research \_\_\_\_\_  
\_\_\_\_\_ *Wirthlin Group Presentation*

-5/13/93

*Lead Responsibility:* PM: Craig Fuller  
RJR: Tom Griscom

ETS ■ FET ■

*Time Line:*  
-Completed

*Description:* Arrange a presentation on research to compare findings with Reynolds.

*Action:*


- Share ETS tracking information / Done.
- Share RJR attitude survey document / Due 3/10/93.
- Share results as available.
- Breglio survey results to be shared.

*Budget:*

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 Cardinal

# Project Legal Growers' Law Suit

-5/13/93

*Lead Responsibility:* PM: Steve Parrish, Kathleen Linehan  
RJR: W. Ukatz

ETS ☒ FET ☐

*Time Line:*  
-Ongoing

*Description:* Consideration is being given to supporting the tobacco growers with a law suit against the EPA with regard to the ETS Risk Assessment. Also, raise money from third parties.

## *Action:*

- Lawyer's conference call with RJR on 3/30. (Done)
- Finalize complaint / Due: week of 3/8/93. (Done)
- Review with RJR / Due: week of 3/8/93. (Done)
- Participate in Grower's legal fund to pay for suit (assuming we go forward).

*Budget:*

2048597156

*Project*

*Legal*

*Legal Briefings on ETS*

-5/13/93

*Lead Responsibility:* PM: Denise Keane  
RJR: M. Ward, W. Ukatz

ETS ☒ FET ☐

*Time Line:*  
-Week of March 22, 1993

*Description:* Legal should provide guidance for companies on the ETS issue.  
Once completed, distribution to key business leaders will be made on a CEO/CEO level or General Counsel/General Counsel.

*Action:*  
-RJR putting something out.

*Budget:*

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# Project Media / Communications Pro Active Media

-5/13/93

*Lead Responsibility:* PM: Tom Borelli / Richard Hines Consulting  
RJR:

ETS ■ FET

*Time Line:*  
-Ongoing

*Description:* Generate news stories, editorials and commentaries critical of the EPA Risk Assessment and unreasonable smoking ban legislation.

## *Action:*

- See following pages for Project Overview Re: FET and ETS
- The below listed articles available upon request:
  - Joe Perkins - San Diego Union.
  - Lanie Izumi - Sacramento Union.
  - National Review editorial.

\*Note: The Joe Perkins column appeared in about 40 papers throughout the U.S. as a result of his syndicated column.

*Budget:*

2048597159



Project: Federal Excise Taxes (FET)

Overview:

Conference call held 4/26/93, with update call on 4/28/93.

Time frame for health-care package still looks like mid-May, although Panetta has come out and called from the president to hold off.

RJR has been hearing more often reports about farmers wanting to throw in the towel on FET, esp. in West Va./Ky. Farmers seem to feel they are getting raw deal from the manufacturers, especially on exports. M to check out validity of these reports.

TI, however, reported recent good experiences with farmers in the Georgia area. Several meetings were held where farmers recognized that the tax issue was an outside force that could decimate the entire industry. They were especially responsive to and galvanized by the "ripple" effect this could have (e.g., one farmer said he was going down to his tractor dealer immediately and ask him if understood what the tax would mean to him and try to encourage him to fight the tax).

Project: ETS

Note: All ETS projects discussed below and additional work on such projects are pending subject to decisions regarding litigation.

Overview:

Conference call held on 4/26. Second call on 4/28.

ETS will take a back seat to FET, but we will continue developing materials and reviewing opportunities.

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## IA. Price Waterhouse Study

Summary: Potential to publicize economic impact information in the 50 states through press releases and events prior to release of health-care reform.

### Status:

- o Discussed publicizing PW economic impact results in 50 states through state-specific news releases, w/spokesperson available to comment (1st choice -- business groups, chambers of commerce, retailers). Do at least in 6 grower states and Ways & Means.

- RJR will drop information on economics to smokers' rights groups in all states

- Discussed statewide news release by Wholesale Marketing Association and Ohio Grocers Association for which RJR provided information

- PM to develop with help of B-M, news releases for business organizations.

- Discussed B-M meeting with David Stranach of Am. Wholesale Assoc. and special problem of wholesalers regarding the increased excise taxes because of "float" between time wholesalers purchase cigarettes and are paid by retailers. This message is a powerful one that is not one of the usual, and could be an more effective argument with respect to increased excise taxes damaging businesses.

- RJR to deliver 50 state talking points on FET.

- Discussed doing radio actualities in states where we do releases, esp. with business groups or non-smokers' rights groups. B-M to estimate for one state to determine feasibility.

- PM clipping services to be used to pick up coverage.

- o Use same spokesperson to comment once health-care plan released; try to build up identification with issue, so that press will automatically call for comment.

- o Consider actual press events in tobacco producing states and Ways & Means states; to be further discussed.

- o RJR reviewing potential spokespersons in the field.

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Project: Federal Excise Taxes (FET)

Overview:

Conference call held 4/28/93.

Discussed that health-care package would probably be out in June, rather than May. Decided to hold off on press packets until clearer as to actual date and to try to avoid being part of the mad rush of every industry potentially affected by the package trying to get the attention of Congress.

Project: ETS

Note: All ETS projects discussed below and additional work on such projects are pending subject to decisions regarding litigation.

Overview:

Conference call held on 4/26.

ETS will take a back seat to FET, but we will continue developing materials and reviewing opportunities.

APCO continuing outreach efforts, including one-on-one meetings w/industry and a planned mass mailing to 15-20 industries in 15-20 states, which will focus on smaller businesses. Outreach to scientific community has been successful; outreach to industry reflects great interest, but no firm commitment yet.

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*Project* \_\_\_\_\_ *Media / Communications* \_\_\_\_\_  
*Watchdog Efforts*

-5/13/93

*Lead Responsibility:* PM: Victor Han  
RJR:

ETS ☒ FET ☐

*Time Line:*

*Description:* Identify and design communications plan for watchdog groups.

*Action:*

-Radio syndicators contacted; developing 60 second test spot and longer piece  
test for weekend public affairs programming; meeting with principal this week;  
deciding frequency of delivery.

*Budget:*

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# Project Media / Communications Op - Eds

-5/13/93

*Lead Responsibility:* PM: Victor Han  
RJR: Mara Payne

ETS ■ FET ■

## *Time Line:*

- FET: -Submit lists, initial drafts of op-eds to Tom Humber (B-M) week of April 12, 1993.  
-Finalize plans week of April 19, 1993.  
-Initiate program week of April 26, 1993.
- ETS: -Submit lists, initial drafts of op-eds to Tom Humber (B-M).  
-Finalize plans week of April 5, 1993.  
-Initiate program week of April 26, 1993.  
-Ongoing.

## *Description:*

### *Action:*

- See follwing page for Op-ed Program.
- FET: -Proactive Op-ed placement in selected hometown newspapers of key legislators.  
-Strategically cc: certain legislators, appointed officials.  
-Develop defensive op-eds for response to negative editorials.  
-Utilize media trained activists and smoker organization spokespersons.

### Next Steps:

- Identify hometown (district) newspapers of key legislators.
- Ascertain proposed content.
- Establish writing responsibilities.
- Draft op-eds, message points.
- Draft LTE's to support op-eds.
- Identify authors, proactive/reactive.

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## *Op - Eds* (Continued)

- ETS:
- Jim Ramsay sample op-eds were distributed to group for review.
  - Group agreed to review available ETS material and make recommendations at next meeting.
  - Proactive Op-ed placement in selected national, state/state capitol and local newspapers.
  - Strategically cc: certain legislators, appointed officials.
  - Develop defensive op-eds for response to negative editorials.
  - Utilize media trained activists and smoker organization spokespersons.

### Next Steps:

- Identify newspapers of key legislators, appointed officials.
- Ascertain proposed content.
- Establish writing responsibilities.
- Draft op-eds, message points.
- Draft LTE's to support op-eds.
- Identify authors, proactive/reactive.

*Budget:*

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## VI. Develop Comprehensive Op-ed Program to Support FET Objectives

Summary: a) Focus on proactive op-ed placement in selected hometown newspapers of key legislators, with ccs to those legislators, certain appointed officials; and b) develop defensive op-eds for response to negative editorials.

Potential authors include local business/labor, fiscal experts, smoker activists, growers.

### Status:

- o A priority project, with initial focus on Ways & Means and six tobacco-growing states.

- o B-M has provided expanded media list. J and M will work on whittling down Ways & Means list.

- o PM/RJR have prepared draft op-eds each, along with message points and LTES to support op-eds.

- RJR distributed 10 op-eds to task force; PM to distribute their op-eds. RJR has provided 50 state op-eds.

- RJR preparing generic op-ed piece for each state re economic impact.

- RJR to prepare generic news releases based on op-eds.

- o TI has list of 200 people in agribusiness area. TI putting together talking points, along w/package. Info. on how to send in op-ed. Going out next week. Also, they are getting requests from field staff for generic op-eds.

- o PM/RJR in process of gathering names of spokespersons.

- o Other op-eds should be moved out in the near future.

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## VI. Develop Comprehensive Op-ed Program to Support ETS Objectives

Summary: Develop op-eds, both proactive and reactive, for placement in selected national, state/state capital and local newspapers.

### Status:

- o B-M has distributed expanded media list.
- o PM/RJR drafting 6 op-eds, message points and LTES to support op-eds. PM/RJR to coordinate w/APCO on potential signatories.
- o PM/RJR have contacted field re expanded media coverage. Will be in responsive mode until something occurs that provides proactive forum.
- o Discussion among task force of doing test case of "junk science" op-ed placement in state not as tough as Calif.; would look for historically conservative paper, perhaps a Western state. J to canvass PM regional directors regarding political/legislative circumstances that might provide hook. Will provide three potential states for targeting.
- o Discussion of expanding base list of potential authors to include experts on privacy issues, given recent legislation in some states proposing restriction of smoking in cars.

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# Project Media / Communications TV Talk Shows

-5/13/93

*Lead Responsibility:* PM: Victor Han  
RJR: Mara Payne, Roger Ailes

ETS ■ FET ■

*Time Line:*  
-Review week of April 17, 1993

*Description:* America and the Administration are being run on talk shows.

*Action:*  
-Counter talking points.  
-Monitor talk shows.  
-Find shows where we can deliver our message.

*Budget:*

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# Project Media / Communications LTE's

-5/13/93

*Lead Responsibility:* PM: Victor Han  
RJR:

ETS ■ FET ■

## *Time Line:*

- FET: -Contact lobbyists, activists, PM/RJR sales forces to review their role for expanded media monitoring by April 2, 1993.
- Submit final plan for review April 12, 1993.
- Initiate program week of April 5, 1993.
- ETS: -Submit lists, initial drafts of letters, prospective authors to Tom Humber (B-M) by April 9, 1993.
- Contact lobbyists, activists, PM/RJR sales force to review their role for expanded media monitoring by April 2, 1993.
- Submit final plan for review April 12, 1993.
- Initiate Program week of April 5, 1993.

## *Description:*

### *Action:*

- See following page Re: Develop LTE Program.
- FET: -Proactive LTE's targeted at hometown (district) newspapers of key legislators.
- Strategically cc certain legislators, appointed officials.
- Develop defensive LTE's for reaction to editorials, news and op-ed coverage.
- Local media to be monitored by lobbyists, activists, PM/RJR sales force.

### Next Steps:

- Identify hometown (district) newspapers of key legislators.
- Ascertain proposed LTE content per targeted legislator.
- Establish writing responsibilities.
- Draft proactive LTE's.
- Submit lists, conduct LTE content analysis, initial drafts of letters, prospective authors to Tom Humber (B-M) by April 9, 1993.

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## *LTE's* (Continued)

- ETS
- Proactive LTE's targeted at key opinion creating newspapers/publications (national/state/local) of targeted elected officials/appointed officials.
  - Strategically cc: certain legislators, appointed officials.
  - Develop defensive LTE's for reaction to editorials, news and op-ed coverage.
  - Local media to be monitored by lobbyists, activists, PM/RJR sales force.

### Next Steps:

- Identify newspapers/publications.
- Ascertain proposed LTE content.
- Establish writing responsibilities.
- Identify authors for LTE's, proactive/reaction.

*Budget:*

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## II. Develop Comprehensive LTES Program to support FET Objectives

Summary: Proactive and reactive LTES for use at hometown (district) newspapers of key legislators, with one to those legislators and certain appointed officials.

### Status:

- o B-M has provided expanded media list.
- o RJR delivered 40 draft LTES (retailers/smoker advocates); PM to deliver draft LTES. PM to deliver drafts of letters to task force.
- o PM/RJR identifying authors for both proactive and reactive letters by category. RJR working with their field teams, PM working w/regional government affairs folks. Special emphasis is being placed on tobacco states.
  - RJR discussed database of 6,000 that could possibly write letters.
  - RJR has 200 media-trained people to whom it could give letters through field coordinators. 40 letters have been given to 20-25 field coordinators.
  - Discussion of filtering letters out now in grower states, before health-care reform plan announced. Supported by task force.
  - J and M to keep letters separate, so same or similar letters don't end up at same place.
  - Letters w/economic information -- look for manufacturer/supplier signers, as opposed to smokers' advocates.

## II. Develop Comprehensive LTES Program to Support ETS Objectives

Summary: Focus proactive/reactive LTES on key opinion creating newspapers/publications of selected elected officials/appointed officials, with ccs to those legislators, appointed officials.

### Status:

- o B-M has distributed expanded media list.
- o PM finalized draft memo to field coordinators, sales force, etc. discussing expanded monitoring of local press and identification of potential authors. Information to be sent directly to M and J by field.

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# Project Media / Communications Press Package

-5/13/93

*Lead Responsibility:* PM: Vic Han / Burson-Marsteller  
RJR: Mora Payne

ETS ■ FET ■

## *Time Line:*

FET: -Submission due March 31, 1993  
-Plans finalized week of April 12, 1993  
-Initiate Program week of April 5, 1993  
-Review week of March 22, 1993

ETS: -Submission due March 31, 1993  
-Plans finalized week of April 12, 1993  
-Initiate Program week of April 5, 1993

*Description:* Design a press kit for use with media on ETS issues. Also, design press kit on Excise Tax issue.

## *Action:*

-See following page Re: Develop Press Package.

FET -Press Packages will be multi-use, modular press/ information packages that can be tailored for different audiences.  
-Identified audiences and preliminary respective messages as an exercise to identify package elements.

## Next Steps:

-Submit to all group members already existing materials to be considered for modular elements of package.  
-Submit suggestions for other materials that must be created, developed or researched.  
-Tom Humber (B-M) will collect, maintain and catalog submissions.  
-PM to generate./Done.

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## *Press Package* (Continued)

ETS: -Press package will be multi-use, modular press/information packages that can be tailored for different audiences.  
-Identified audiences and preliminary respective messages as an exercise to identify package elements.

### Next Steps:

- Contact APCO, request refined ETS messages by audience; distribute to group.
- Distribute to APCO and all group members already existing materials to be considered for modular elements of package.
- Based on existing package APCO submissions, group submits additional materials, suggestions, etc. to Tom Humber (B-M).
- See following FET/ETS Audience & Message Point Development

*Budget:*

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To: Media/Communications Committee Members  
Date: March 18, 1993  
Subject: FET/ETS Audience & Message Point Development

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As per yesterday's meeting, it was agreed that we would address the following audiences. Along with a listing of the audiences is an initial effort at their respective message points. Remember, this was an exercise to help us determine the elements we need for information/press packages. These messages are not necessarily unique to each audience.

ISSUE: FET Increase

Audience: Federal Officials

Message Points: Tax is a middle-class tax increase. During the course of the presidential campaign, candidate Bill Clinton promised he wouldn't raise the taxes of the middle class. Similarly, the promise that President Clinton made that those with earnings below \$30,000 would not be taxed has now "gone out the window". Additionally, this tax will seriously hurt a fragile economy and 850,000 jobs will be lost.

Audience: State Officials

Message Points: An FET increase will cause an erosion in state revenues which will mean additional new taxes at the state level.

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Audience: Southeast States Elected Officials

Message Points: An FET increase will have a disastrous/cataclysmic effect on the economy in the southeastern states. More jobs will be lost due to this tax in the south and southeast than to the national recession that we are finally starting to recover from.

Audience: RJR/PM Plant Community Locations - Elected Officials

Message Points: Will cause jobs to be lost which will hurt the local economy. Also, erosion in company tobacco revenues adversely affects our ability to invest in non-tobacco operating companies and the jobs and tax revenues they produce.

Audience: Consumers/Smokers

Message Points Smokers should not be asked to pay any more - they already contribute more than 13 billion dollars to the economy than non-smokers. The proposed increase is discriminatory. If a program is to benefit all Americans - it should be broadly funded.

The real problem with the system is not the lack of money - but out of control costs. The medical care system itself is in need of general surgery if it's to be reformed. Don't throw more money at the health care system; fix it instead.

Audience: Non-smokers

Message Points: The proposed tax increase will not work because taxes alone won't cure the crisis in health care and new tax dollars will be needed on both the federal and state levels.

Audience: Farmers

Message Points: The proposed tax will be a cataclysm for the tobacco farmer and the economy of the tobacco growing states. Tobacco farmers will be unable to replace their highly profitable tobacco crops and as a result they, and their state's economy, will suffer.

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If tobacco farmers switch to alternative crops - - the markets of those crops throughout the United States will be destabilized and economic disaster will reverberate in every farming community.

Audience: Suppliers

Message: Reduced demand for tobacco will not only economically hurt tobacco farmers but will hurt all involved with the manufacture and sale of cigarettes from the pesticide and seed salesmen to the tractor sellers to the trucker who brings the finished product to retail.

Audience: Retailers

Message The retail and convenience store communities will bear a large part of the jobs lost if this tax is enacted. Cigarettes are among the most profitable products sold in those stores and provide a key revenue stream that helps to keep many stores open and many people employed.

Audience: State Excise Tax Dollar Recipients/State Funded Programs

Message: Another case of diminishing returns. This earmarked tax will erode excise tax revenues at the state level and cause lawmakers to look for additional sources of income. Those new taxes may not be as "politically acceptable" as the current source of funding and support for the program may erode. Accordingly, this scenario puts state discretionary programs at substantial risk.

It's poor policy to earmark the funding of any program to tobacco revenues where the base of consumers is declining every year.

Audience: Organized Labor

Message: This proposed tax is regressive because it hits the poor and middle class much harder than those who are better off.

Many tobacco related jobs, many of them union members, will be lost as almost 850,000 jobs disappear from the American economy.

Audience: Health Care Reformers

Message: The entire health care system needs to be overhauled. The answer is not more money, but one of fundamental reform. If, in the final analysis, more money is the answer it should come from a general broad based tax. Get the system fixed.

Audience Minority Groups

Message: African and Hispanic Americans will bear the highest hardships if this tax is enacted. It's regressive and will cause serious job losses among the small businesses -- who depend on cigarette sales revenues -- in the minority community. Last in/first out. Further, erosion of discretionary programs of benefit to the minority community.

Audiences: Chambers of Commerce/Business Organizations

Messages: The proposed tax is unnecessary since the problem is not fiscal but structural. Government doesn't need to throw more money at the health care system -- it needs to fundamentally reform the system. Even if more dollars were needed, to take them from a revenue base where the receipts are declining doesn't make good economic sense. Unstable revenue sources lead to more taxes from other areas.

Audience: Anti-Tax Activists

Message: The Administration should focus on cutting spending -- not raising any taxes -- if the budget and health care costs are to be finally controlled.

ISSUE: ETS

The following list is submitted as an addendum to the report for your review. Please make additions as needed.

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Audiences:

Elected Officials

Regulatory Officials

Smokers

Non-smokers/taxpayers/general public

Conservative/Liberal Media

Employees (Tobacco/Non-tobacco)

Scientific Community

Restaurant/Hospitality

Human Resources

Labor

Business

Legal

Industry

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## Environmental Tobacco Smoke

Note: All of the ETS projects discussed below and additional work on such projects are pending subject to decisions regarding litigation.

### I. Develop Press Package for ETS

Summary: Developing multi-use, modular press/information packages tailored for different audiences.

Status:

- o Audiences and messages preliminarily identified.
- o PM/RJR/TI gathering and forwarding all relevant materials to B-M for review and cataloging.
- o B-M to contact APCO regarding coalition building and development of message points for specific audiences.

### II. Develop Comprehensive LTEs Program to Support ETS Objectives.

Summary: Focus proactive/reactive LTEs on key opinion creating newspapers/publications of selected elected officials/appointed officials, with ccs to those legislators, appointed officials.

Status:

- o B-M has created prototype media list and is expanding to include top 100 newspapers and state capitals media.
- o PM/RJR will contact field coordinators, lobbyists etc. to have them expand their monitoring of local press and to have them help identify potential authors.
- o PM/RJR each to draft 25 LTEs.

### III. Promote Speakers in Local Markets

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Summary: Design speakers' program for placement of identified spokespersons in local markets designed to attract press attention.

Status:

- o B-M preparing memo/guidelines on identifying potential forums and making contacts.
- o PM/RJR to identify potential speakers and procure op-ed writers for articles based on speeches.
- o PM/RJR preparing 2 generic ETS speeches each ( 1 each w/slide backup)

#### IV. Educate Newspaper Opinion Creators via Ed Boards

Summary: Continue ongoing key opinion leader educational outreach program, while identifying and expanding program to key national, state/state capital and local newspapers.

Status:

- o B-M has prepared prototype media list and is expanding.

#### V. Establish Presence on Selected Radio Talk Shows

Summary: Try to use expert third parties and media-trained activists to reinforce press efforts with national and local radio talk show opportunities.

Status:

- o B-M has prepared prototype media list and is expanding
- o PM/RJR talking to government affairs/field coordinators to identify appropriate topics/spokespersons.

#### VI. Develop Comprehensive Op-ed Program to Support ETS Objectives.

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**Summary:** Develop op-eds, both proactive and reactive, for placement in selected national, state/state capital and local newspapers.

**Status:**

- o B-M has developed prototype media list and is expanding
- o PM/RJR each drafting 6 op-eds, message points and LTEs to support op-eds.

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Project: Federal Excise Taxes (FET)

I. Develop Press Package for FET

Summary: Modular press/information packages to be tailored for different audiences.

Status:

- o Potential audiences and messages identified
- o Already existing materials being submitted to B-M and group members for consideration as package elements.
- o B-M collecting and cataloging submissions.
- o In developing/disseminating economic impact numbers, use TI numbers from Price Waterhouse study.
- o Publicize Price Waterhouse study in all 50 states through government relations/field coordinators
  - a) do state-specific media advisories w/ spokespersons (e.g., business groups, smokers rights group heads) prepared to respond to media inquiries
  - b) Consider events in top 10 impact states and southeast states; try to get heavy hitters (e.g., chambers of commerce, unions, retailers)
  - c) Use radio actualities
- o Before May 1, prepare kit for governors of southern states which are hardest hit to include message points, economic data.

II. Develop Comprehensive LTEs Program to support FET Objectives

Summary: Proactive and reactive LTEs being developed for use at hometown (district) newspapers of key legislators, with ccs to those legislators and certain appointed officials.

Status:

- o B-M has begun identifying media (including newspapers, TV and radio). Prototype includes NC delegation and House Ways and Means committee members. Now expanding list to include top 100 newspapers and state capital media.
- o PM/RJR will ascertain particular interests of legislators (i.e., what tone will make him/her responsive)
- o PM/RJR drafting proactive LTEs (25 each -- 10 retailers/15 smokers) for pool
- o PM/RJR to identify authors for both proactive and reactive letters by category

III. Develop Speakers Bureau

Summary: Design a 50-state speakers program and place identified spokespersons in local markets designed to attract some press attention.

Status:

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- o B-M preparing memo/guidelines on identifying potential speaking forums and making contacts.

- o PH/RJR preparing 3 draft speeches each (at least one slide supported)

- o PH/RJR to send memos to field coordinators/government affairs people asking them to: monitor local media; discuss their involvement in local groups that might present speaking forum; provide materials; suggest good spokespersons.

- o PH try to identify speakers through Roy Harden.

#### IV. Educate Newspaper Opinion Creators via a Series of Editorial Board Meetings

Summary: Focus on hometown (district) newspapers of key legislators (well-crafted letters w/good package) and some bigger newspapers (use heavy hitters). Potential authors include local business/labor, fiscal experts, smoker activists.

Status:

- o B-M has prepared prototype media list and is expanding to include top 100 newspapers and state capitals media.

- o PH/RJR talk to field coordinators/government affairs to determine potential authors, set up media training. Focus on big papers in Southeast. Use heavy hitters for major nationals.

- o Develop leave-behinds for local newspapers re: impact on individual states and the general unfairness of financing health-care reform with cigarette tax.

#### V. Establish a Presence on Selected Radio Talk Shows in Order to Further FET Objectives

Summary: Reinforce "press" efforts with national and local radio talk show opportunities. Expert third parties and media trained activists will be principal participants.

Status:

- o B-M has prepared prototype list and is expanding to include state capitals.

- o PH/RJR contact government affairs to identify appropriate topics/spokespersons.

#### VI. Develop Comprehensive Op-ed Program to Support FET Objectives

Summary: a) Focus on proactive op-ed placement in selected hometown newspapers of key legislators, with cc's to those legislators, certain appointed officials; and b) develop defensive op-eds for response to negative editorials.

Status:

- o B-M has prepared prototype media list and is expanding to include top

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100 newspapers and state capitals.

o PH/RJR each drafting 6 op-eds and message points and 6-10 LTEs to support op-eds.

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I. Develop Press Package for FET

Summary: Modular press/information packages to be tailored for different audiences.

Status:

- o B-M delivered proto-type press kit to task force members. Task force members to deliver comments by Friday.
- o PM/RJR are checking out their facilities (for all products) in these states, esp. Ways & Means, including food and tobacco. PM D.C. prepared breakout for J; M checked with RJR government affairs. RJR plants cover 3 congressional districts. Vendors broken down by congressional districts. PM has locations in all but 1/2 doz. Ways and Means districts. Range from retail to manufacturing facilities.
- o To help modify media lists, TI provided lists of all newspapers that have done stories on health-care reform that mention tobacco. Also PM presently breaking down articles by 1) favorability, 2) state and 3) chronological order, which will further help refine lists. Will provide when complete.
- o TI to provide new information sheet that consolidates message points into 2 pages.

I. Develop Press Package for ETS

Summary: Develop multi-use, modular press/information packages tailored for different audiences.

Status:

- o B-M collecting and reviewing additional materials provided by PM/RJR/TI and is reviewing to determine which materials best suit particular audiences.
- o APCO developing preliminary message points for press packages; presently awaiting feedback from PM on direction. Will be forwarded to B-M.

2048597185

Status:

- o B-M collecting and reviewing additional materials provided by PM/RJR/TI and is reviewing to determine which materials best suit particular audiences.

- o APCO developing preliminary message points for press packages, to be forwarded to B-M.

2048597186

# *Project \_\_\_\_\_ Media / Communications \_\_\_\_\_ Plan Ad Campaign*

-5/13/93

*Lead Responsibility:* PM: Craig Fuller  
RJR: Tom Griscom

ETS ■ FET ■

*Time Line:*  
-Ongoing

*Description:* Develop ad copy for review, testing and approval by senior management.  
•Roger Ailes - Real people affected by taxes.

*Action:*

- ETS ad will be ready to go out late April.
- Roger Ailes meeting (Done).
- Roger Beahm to have ETS and FET ad concepts in ten (10) days.(Done).
- Ads ready to review on April 1, 1993.
- Legal review.

*Budget:*

ETS w/ RJR \$606,000 split

2048597187

# Project Media / Communications Radio Talk Shows

-5/13/93

*Lead Responsibility:* PM: Vic Han,  
RJR: Mark Smith

Burson-Marsteller

ETS ■ FET ■

## *Time Line:*

- FET: -Submit recommendations week of May 10, 1993.
- Submit final plan week of May 17, 1993.
- Initiate program May 24, 1993.
- ETS: -Submit recommendations week of May 10, 1993.
- Submit final plan week of May 17, 1993.
- Initiate program May 24, 1993.

*Description:* Develop list of select radio talk shows we should reach and schedule briefings. In addition to major, national radio talk shows, radio is having a big impact on local as well as national debates at the local level as well. We should look to influence both the big opportunities as well as develop an overall market-by-market, state-by-state capability.

## *Action:*

- See following page Re: Establish a Presence on Selected Radio Talk Shows
- Follow-up on Rush Limbaugh
- Materials sent by RJR week of 3/1/93

### 1. Identify Radio Talk Shows & Talk Radio Shows

Goal: Use radio effectively to get our message across.

- Determine national and market-by-market radio talk shows (programs in which the host dominates or interviews people of interest). Also identify the radio call-in (Talk Radio) shows in which interested listeners can often determine the topics. Create computer data to easily access radio opportunities by market, subject and format.

Time line: TBD

2048597188

# Radio Talk Shows

## (Continued)

- Geographically match spokespersons (see "Promote Speakers in Local Markets" part of overall plan) to radio talk show list.

Time line: TBD

### 2. Briefings With Key Radio Talk Shows

- Provide producers of key shows with materials to influence selection of topics, guests and messages.

Time line: TBD

### 3. Reaching Talk Radio

- Provide spokespersons (see "Promote Speakers" section of plan) with materials and lists of talk shows, and encourage call-ins.
- Use other activists to increase calls to radio shows, to influence selection of topics and to increase chance of getting messages across.

Time line: TBD

(Special Note to TCG: As you may know, working with WKA, we have already begun developing talk radio. We are planning to match our media trained activists against the list and provide listings of talk radio, along with talking points, etc. Additionally, we were planning to do a special insert into the next alert going to the 2,000 Smoker Write club activists, encouraging them to send us a list of local talk shows...eventually providing them with talking points, etc.)

FET:

- Reinforce "press" efforts with national and local radio talk show opportunities.
- Expert third parties and media trained activists will be principal participants.

#### Next Steps:

- Identify stations/shows/formats B-M will provide March 31, 1993.
- Identify appropriate topics/spokespersons.
- Pitch topic selection/guests.
- Media train spokespersons.
- Schedule programs.
- Support industry spokespersons via call ins to show.
- Tape programs for analysis and revision.
- Alert selected media.

2048597189

# *Radio Talk Shows*

## *(Continued)*

### ETS:

- Reinforce "press" efforts with national and local radio talk show opportunities.
- Expert third parties and media trained activists will be principal participants.

### Next Steps:

- Identify stations/shows/formats B-M will provide March 31, 1993.
- Identify appropriate topics/spokespersons.
- Pitch topic selection/guests.
- Media train spokespersons.
- Schedule programs.
- Support industry spokespersons via call ins to show.
- Tape programs for analysis and revision.
- Alert selected media.

*Buget:*        TBD

2048597190

V. Establish a Presence on Selected Radio Talk Shows in Order to Further FET Objectives.

Summary: Reinforce "press" efforts with national and local radio talk show opportunities. Expert third parties and media trained activists will be principal participants.

- o B-M is expanding radio list to include state capitals and other tobacco-producing states. Will distribute. RJR has provided list of radio shows covering selected legislative districts.

- o TI to prepare list of potential radio spokespersons. Establish a list of 6-10 spokespersons who can take advantage of call-in shows. Discussed having TI coordinate call-in show spokespersons for local shows. If get requests, can go to RJR/PM for appropriate spokespersons on state-by-state basis.

- o FM/RJR identifying appropriate topics/spokespersons, based on recommendations from the field.

- o Radio will be focus after announcement.

V. Establish Presence on Selected Radio Talk Shows

Summary: Try to use expert third parties and media-trained activists to reinforce press efforts with national and local radio talk show opportunities.

Status:

- o B-M preparing radio list to include Ways & Means, tobacco-producing states, state capital media. To be completed April 30.

- o FM/RJR discussing appropriate spokespersons w/government affairs/field coordinators.

- o Op-ed core list to be reviewed for potential radio spokespersons.

2048597191



-5/13/93

ETS ■ FET ■

(With most if not all of the John Boltz submissions in place if given the go ahead to proceed.)

Time line: Names of recruits to Joint Task Force week of: TBD

2048597192

# *Promote Speakers in Local Markets*

## (Continued)

(Special Note to TCG: 1) As you know, we have 200 media trained activists in the field. Prior to this project, we were working on plans to fully activate all of these people. How we plan to work with these folks is outlined on page two. 2) At our request RJR trade relations will, at their meeting next Wednesday in Washington, ask the AWMA wholesalers to provide a list of their "Go To" people in every state who would be willing to serve in this role. The plan we were working on called for us to prepare a news release for each of 50 states on the economic impact of the FET. One objective was to provide Tommy Payne with some clips from home districts.

### 2. Issue Training & Media Training

- Determine material needed for issue training. If none exists, immediately develop talking points, palm cards, Q&As and briefing book. Otherwise use what is available.
- Determine which spokespersons need media training. Conduct media training, as needed. (Note RJR allied forces training already scheduled.)

Time line: TBD

### 3. Building Awareness & Credibility - Communications Effort

Goal: News media will recognize our spokespersons as source for accurate, timely and credible information on FET/ETS. Work with media.

- RJR/PM puts editorial effort into high gear developing op-eds, letters to editor, news releases, talking points, backgrounders - generic and state/market specific - for use by each spokesperson.

Time line: TBD

(Special Note to TCG: 1) As mentioned on page one, we were planning to distribute a news release through each statewide smokers' rights spokesperson. A generic piece would be provided to each Field Coordinator, along with state specific date; FC's would work with each spokesperson. 2) For industry spokesperson - wholesalers and retailers that RJR Trade Relations identifies, we are working on plans for distribution on economic impact in each state. We are exploring the possibility of working with each state spokesperson, but faxing the release ourselves in a highly organized fashion using faxing services. Cost would be about \$1.10 per release, which would probably go to a total of 7,000 nationwide media outlets.

2048597193

## *Promote Speakers in Local Markets* (Continued)

If I understand our RJR/PM mission correctly, we will determine who will do what, and how best to split the work and cost.

- Outreach: Each spokesperson will be given a list of all media in area. Where feasible, spokesperson will schedule brief one-on-one meetings with reporters/editors to introduce themselves and leave information. Key media not reached will be mailed a rolodex-type card with brief information.

Time line: TBD

- As appropriate, spokesperson may be asked to be part of group conducting editorial board meetings (see "Editorial Boards" section of overall plan.)

#### 4. Speakers Program

Goal: Spokesperson will speak to as many community groups as possible to explain position.

- Provide spokesperson with guide on what kind of groups to seek speaking opportunities, how to contact, what to say to get acceptance, etc. (Or, if budget and time permits, actually provide spokespersons with list of organizations, telephone numbers etc. for their specific market.)
- Use same materials used for issue training. Also provide each speaker with 1) prepared presentation (with simple visual aides), and 2) outline for more information presentation.
- Develop leave behind materials for each spokesperson.

Time line: TBD

2048597194

## *Promote Speakers in Local Markets* (Continued)

### 5. Follow Up

Goal: Maximize positive media placements.

- Develop simple system for spokesperson to report results of speaking engagements and media contacts. (Perhaps phone in or postcard drop - or provide each spokesperson with a PM/RJR contact to serve as resource...or develop a "help desk" concept.)
- Positive news clips will be gathered and distributed to supporters in each market -- each person will send copy of clip and a short personal letter to their U.S. Congressman and Senator.

Time line: TBD

(Victor Han) Identify appropriate journalists for one-on-one briefings on ETS  
identify appropriate messengers.

Action: Researching reporters, messengers.

FET:

- Program to have credible speakers able to hit all 50 states, all major markets and state capitals.
- Identified speakers would also author op-eds and the like to augment credibility.
- Speakers trained to obtain platforms, venues (in addition to turn key manual to be developed and supplied.)
- Gain support/help of PM/RJR trade relations, government relations, other resources to identify, contact and recruit potential speakers (retailers, wholesalers, suppliers, growers, smokers rights activists.)
- All must be trained on issue, presentation skills, media.
- Develop national speakers stable of higher profile individuals (think tanks, tax organizations, economists, etc.); determine appropriate venues, mechanism for placement (speakers' own organizations.)
- Develop text, leave behinds, visuals.
- Develop PR support programs. (Cookie cutter approach based on venue, subject matter, key impact issue of focus.)

2048597195

# *Promote Speakers in Local Markets*

(Continued)

## Next Steps:

-All of the above.

## **ETS:**

-We have not gotten to that yet.

*Budget:*

2048597196

### III. Develop Speakers Bureau

Summary: Design a 50-state speakers program and place identified spokespersons in local markets designed to attract some press attention.

#### Status:

- o Speakers bureau to be instituted after announcement day w/preliminary work being done now.
- o B-M has delivered a general guide on how to develop speaking opportunities. RJR to incorporate into media training package.
- o PM/RJR in process of preparing 3 draft speeches each (at least one slide supported).
- o PM/RJR have contacted field/government affairs to increase monitoring of local media and have received preliminary lists for LTEs and speaker candidates.
  - RJR sales force received memo re: increased monitoring
  - PM is drafting letter re: increased monitoring for field. Will send to RJR.
  - RJR and PM monitoring services should pick up any letters out there. Will distribute upon receipt.
  - Continuing preparation of speaker lists.
- o RJR is preparing generic speeches from op-eds.
- o RJR is doing media training (point of purchase people, advertising institutes, Congressional Medal of Honor Society); next logical step for these people to become spokespersons.
- o Discussed identifying opportunities to speak and then looking into approaching 2 or 3 folks in national organizations to speak. TI to speak with AWMA and NACS about opportunities.

### III. Promote Speakers in Local Markets

Summary: Design speakers program for placement of identified spokesperson in local markets designed to attract press attention.

#### Status:

- o B-M memo/guidelines on identifying potential forums and making contacts distributed.
- o All task force members identifying potential speakers to build core list (e.g., legal/science/HVAC/personnel consultants).
- o PM has prepared 2 generic ETS speeches (1 each w/slide backup). RJR preparing.

2048597197

● Project Media / Communications  
Television Interviews

-5/13/93

*Lead Responsibility:* PM:  
RJR:

ETS ■ FET ■

*Time Line:*  
-Review week of April 18, 1993

*Description:* (consider)

●  
*Action:*

●  
*Budget:*

2048597198

*Project \_\_\_\_\_ Media / Communications \_\_\_\_\_  
Press Briefings*

-5/13/93

*Lead Responsibility:* PM:  
RJR:

ETS ■ FET ■

*Time Line:*  
-April 18, 1993

*Description:* (Get APCO recommendations)

*Action:*  
-Philip Morris

*Budget:*

2048597199



# Project Media / Communications Editorial Boards

-5/13/93

*Lead Responsibility:* PM: Victor Han and Burson-Marsteller  
RJR: Mark Smith  
TI:

ETS ■ FET ■

## *Time Line:*

- FET:** -Submit target lists, begin editorial analysis, develop message points/leave behinds week of May 10, 1993.  
-Submit final plans week of May 17, 1993.  
-Initiate program week of May 24, 1993.
- ETS:** -Submit target lists, begin editorial analysis, develop message points/leave behinds week of May 10, 1993.  
-Submit final plans week of May 17, 1993.  
-Initiate program week of May 24, 1993.  
-Review week of March 22, 1993.

*Description:* Place senior executives and identified spokesmen with select editorial boards to discuss industry issues: ETS/Excise Taxes. A press kit and "leave behinds" will be necessary.

## *Action:*

- See following page Re: Educate Newspaper Opinion Creators via a Series of Editorial Board Meetings.

## **FET:**

- Meetings targeted at hometown (district) newspapers of key legislators.
- Representatives of local business/labor, fiscal experts, smoker activists comprise team. Possible use of RJR/PM senior management in selected cases.
- Press kit needed.
- Key markets identified by government affairs.
- Meetings to be scheduled.

2048597200

# Editorial Boards

## (Continued)

-5/13/93

### Next Steps:

- Identify newspapers in targeted congressional districts.
- Review past editorial positions.
- Make Go/No Go decision.
- If Go...Determine key message points/leave behinds, determine team composition, media train team members, schedule meetings, post meeting follow-up, i.e.. new information.

### ETS:

- Continue key opinion leader educational outreach program.
- Meetings with targeted key national, state/state capitol and local newspapers.
- Expert panel may include local representation and nationally recognized experts.

### Next Steps:

- Identify newspapers.
- Review past editorial positions.
- Make Go/No Go decision.
- If Go...Determine key message points/leave behinds, determine team composition, media train team members, schedule meetings, post meeting follow-up, i.e.. new information.

*Budget:*

2048597201

#### IV. Educate Newspaper Opinion Creators via a Series of Editorial Board Meetings

Summary: Focus on hometown (district) newspapers of key legislators (well-crafted letter w/good package) and some bigger newspapers.

##### Status:

- o A priority project. Drop press kits during first week of May to selected press. Use Ways & Means and six tobacco states as well as list of targeted columnists.

- o Do follow-up phone call requesting opportunity to respond to health-reform announcement before papers editorialize. Split list up by known PM/RJR/TI contacts; cold calls to be split equally.

- o TI has provided B-M w/ list of reporters at majors who have done story and mentioned TI. B-M to review and supplement if necessary.

- o Task force agreed we will pinpoint time later, but try to get ahead of announcement by about 10 days.

- o PM to provide clipping list.

#### IV. Educate Newspaper Opinion Creators via Ed Boards

Summary: Continue ongoing key opinion leader educational outreach program, while identifying and expanding program to key national, state/state capital and local newspapers.

##### Status:

- o B-M has distributed expanded media list.

- o B-M is preparing list of columnists around country who might write on this (including moderates and investigative reporters).

2048597202



2048597203

Cardinal

*Project* \_\_\_\_\_ *Message* \_\_\_\_\_  
*50 Million Smokers*

-5/13/93

*Lead Responsibility:* PM:  
RJR:

ETS ■ FET ■

*Time Line:*  
-Review week of April 18, 1993

*Description:* Key talking points: (develop)  
-Develop "class war" stressing the impact of FET on lower income people.  
-Use LuLac data, Randolph Institute data regarding Hispanic/African-Americans

*Action:*

*Budget:*

2048597204

*Project* \_\_\_\_\_ *Message* \_\_\_\_\_  
*Canada Tobacco Model a Myth*

-5/13/93

*Lead Responsibility:* PM:  
RJR:

ETS ☐ FET ☒

*Time Line:*  
-Review week of April 18, 1993

*Description:* Key talking points: (develop)

*Action:*  
-Consider expanding to other countries.  
-Philip Morris working

*Budget:*

2048597205

*Project* \_\_\_\_\_ *Message* \_\_\_\_\_  
*Courtesy and Common Sense*

-5/13/93

*Lead Responsibility:* PM: Lance Pressl  
RJR: Tom Harris

ETS ☒ FET ☐

*Time Line:*  
-Review week of March 22, 1993

*Description:* Develop talking points

*Action:*  
-Clark Judge

*Budget:*

2048597206

*Project* \_\_\_\_\_ *Message* \_\_\_\_\_  
*Hurts Employees*

-5/13/93

*Lead Responsibility:* PM:  
RJR:

ETS ☐ FET ☒

*Time Line:*  
- Review week of April 18, 1993

*Description:* Key talking points (develop)

*Action:*

*Budget:*

2048597207



*Project* \_\_\_\_\_ *Message* \_\_\_\_\_  
*Tax Regressive*

-5/13/93

*Lead Responsibility:* PM:  
RJR:

ETS ☐ FET ☒

*Time Line:*  
-Review week of April 18, 1993

*Description:* Key talking points (develop)

*Action:*  
-Factor in EPI data.  
-Need to build counter to Earned Income Tax Credit.

*Budget:*

2048597208

● Project \_\_\_\_\_ Message \_\_\_\_\_  
Breeds Corruption and Black Market

-5/13/93

*Lead Responsibility:* PM:  
RJR:

ETS ☐ FET ☒

*Time Line:*  
-Review week of April 18, 1993

*Description:* Key talking points (develop)

●  
*Action:*

●  
*Budget:*

2048597209



2048597210

Continued

*Project* \_\_\_\_\_ *Speeches* \_\_\_\_\_  
\_\_\_\_\_ *ETS Speech*

-5/13/93

*Lead Responsibility:* PM:  
RJR: Clark Judge

ETS ☒ FET ☐

*Time Line:*  
-For review April 18, 1993

*Description:* Themes (develop)

*Action:*

*Budget:*

2048597211

# Project Speeches Inventory of Speeches

-5/13/93

*Lead Responsibility:* PM: Craig Fuller  
RJR: Tom Griscom

ETS ■ FET ■

*Time Line:*  
-Ongoing

*Description:* PM and RJR to closely coordinate assignments to deliver a consistent message on each speech that is written.

*Action:*

*Responsibility:*

**Tab 3:**

Consumer Outreach - Consumer Data Base:

-Insert for redemption packages

PM/RJR - in house

Consumer Outreach - Redemption Stuffers:

-Card on ETS

PM/RJR - in house

-Card on Federal Excise Tax

PM/RJR - in house

**Tab 4:**

Business Outreach - Direct Mail to CEO's

-CEO/CEO letter

PM/RJR - in house

-Attachment with accommodation program description and information on how PM/RJR can help.

PM/RJR - in house

Business Outreach - Business Roundtable:

-Letter for advising BRT members of threat to business posed by EPA/OSHA indoor air regulation.

Burson-Marsteller

-Talking points for discussions with BRT members.

-Fact sheet.

2048597212

# Inventory of Speeches (Continued)

## *Responsibility:*

### Business Outreach - Chambers of Commerce:

- Basic speech, ETS
- Basic speech, excise tax
- White paper, ETS
- White paper, excise tax
- Speech for Jim Miller (T)
- Op-ed for Jim Miller (T)
- Talking points for NY meetings with executive directors
- Press kit for executive directors

Clark Judge  
Clark Judge

Clark Judge  
Clark Judge

Burson-Marsteller

### Business Outreach - National Association of Manufacturers:

- Letter to NAM members
- Speech or testimony for senior NAM officials
- NAM fact sheet

Clark Judge

## **Tab 5:**

### Advocate Outreach - Mass Mailing:

- Letter with appeal
- Self-mailer to send to Members of Congress

PM/RJR - in house  
PM/RJR - in house

### Advocate Outreach - Volunteer "Advocates"

- Phone bank script (Done)
- Direct mail letter to go to activists

PM/RJR - in house  
PM/RJR - in house

## **Tab 6:**

### Grassroots Effort - Employees:

- Communiqué from MAM, WIC or other senior executive to, at a minimum, operating company managers and employee groups contacted by Jay Poole as of 3/6/93

### Grassroots Effort - Suppliers:

- Letter to senior officer in supplier companies (re: ETS and/or excise taxes)

2048597213

# Inventory of Speeches (Continued)

## *Responsibility:*

### Grassroots Effort - Accommodation

#### -- Hospitality/Industry:

- Letter to industry leaders
- Talking points for discussions with industry leaders
- Fact sheets on economic impact studies

PM/RJR - in house  
PM/RJR - in house

### Grassroots Effort - Accommodation -- Airport:

- Letter
- Talking points
- Fact sheet

PM/RJR - in house  
PM/RJR - in house  
PM/RJR - in house

### Grassroots Effort - Accommodation -- Workplace:

- Model policy statement
- Fact sheet on technical recommendations for upgrading ventilation systems
- Case studies for publication

PM/RJR - in house  
PM/RJR - in house  
PM/RJR - in house

## Tab 7:

### Government Affairs - Elected Officials:

- Letters for contacting officials outside Washington
- Talking points for staff to staff contact
- Talking points for appropriate senior executive to official contact
- Letter for officials outside of Washington to send to Federal officials
- Talking points for officials outside of Washington to use in discussions with Federal officials

### Government Affairs - Governors:

- Speeches for governors
- Talking points for governors
- White papers for governors
- Fact sheets for governors

Clark Judge

2048597214

# Inventory of Speeches (Continued)

## *Responsibility:*

### Government Affairs - Briefings on the Hill:

- Talking points
- White papers
- Fact sheets
- Follow-up letters

### Government Affairs - Senior Management Visits:

- Talking points
- White papers
- Fact sheets
- Follow-up letters

### Government Affairs - Member Assignments:

- Talking points
- White papers
- Fact sheets
- Follow-up letters

### Government Affairs - Coordination with Tobacco Coalition:

- Letters to senator
- Talking points for meetings with Senators

### **Tab 8:**

#### Labor - Strategy -- Tax:

- Talking points for PM/RJR call on president of BCT
- Letter for president of BCT to members
- Sample letter for members to send to Congress and White House
- Talking points for president of BCT in meeting with Lane Kirkland and other labor leaders
- Phone bank scripts for appeal to members

### **Tab 9:**

#### TI Coordination - TI Lobby Plan:

- Nothing

2048597215



# Inventory of Speeches (Continued)

## *Responsibility:*

### TI Coordination - TI Educational Packet:

- Information kit
- White papers
- Talking points

### **Tab 10:**

#### Science, Publicly Challenge EPA Science:

- Press conference statement
- Open letter to the new EPA Administrator
- Press release for press conference

Clark Judge

#### Science - EPA to Reexamine ETS Study:

- Fact sheet on paper arguing for reexamination of ETS at EPA

#### Science - Science Spokesperson:

- Speeches for spokesperson
- Talking points for spokesperson

Clark Judge

#### Science - Presentation to OSHA on ETS:

- Script for presentation

RJR

### **Tab 11:**

#### Research - Studies:

- Press releases announcing study findings
- Press conference statements
- Fact sheets based on studies

#### Research - Position Papers:

- White paper on ETS
- White paper on excise taxes

#### Research - Niagara Institute:

- Report on tobacco issues in Canada
- Statement by Institute director
- Press kits

2048597216

# Inventory of Speeches (Continued)

## Responsibility:

### Tab 12:

#### Legal - Growers' Law Suit:

-Nothing

#### Legal - Briefings on ETS:

- Talking points, CEO/CEO
- Letter, CEO/CEO
- Talking points, General Counsel/General Counsel
- Letter, General Counsel/General Counsel

### Tab 13:

#### Media/Communications - Press Package:

- Press kit on ETS
- Press kit on excise tax

#### Media/Communications - Plan Ad Campaign:

- Ad copy

#### Media/Communications - Radio Talk Shows:

- Talking points for briefings
- Fact sheets for briefings

Clark Judge  
Clark Judge

#### Media/Communications - Promote Speakers in Local Markets:

- Letter to set up speaking engagement
- Talking points for calls setting up engagement
- Press release announcing engagement
- Speech for speaker

Clark Judge

#### Media/Communications - Television Interviews

- Talking points for interviews
- Press kits

Clark Judge  
Clark Judge

2048597217

# Inventory of Speeches (Continued)

## *Responsibility:*

### Media/Communications - Press Briefings:

- Talking points
- Press kits

### Media/Communications - Editorial Boards:

- Talking points
- Press kits

### **Tab 14:**

#### Message - 50 Million Smokers:

- Talking points

#### Message - Canada Tobacco Model a Myth:

- Talking points

#### Message - Courtesy and Common Sense:

- Talking points

#### Message - Hurt Employees:

- Talking points

#### Message - Tax Regressive:

- Talking points

### **Tab 15:**

#### Speeches - ETS Speech:

- Themes statement
- Speech

Clark Judge  
Clark Judge

#### Speeches - Junk Science Speech:

- Speech

DONE

#### Speeches - Economic Consequences:

- Themes statement
- Speech

Clark Judge  
Clark Judge

2048597218

# Inventory of Speeches (Continued)

## *Responsibility:*

### Speeches - Excise Taxes:

- Themes statement
- Speech

Clark Judge  
Clark Judge

### Speeches - Canada and the Black Market:

- Themes statement
- Speech

Clark Judge  
Clark Judge

### Speeches - Basic Speech

- Themes statement
- Speech

Clark Judge  
Clark Judge

*Budget:*

2048597219

*Project \_\_\_\_\_ Speeches \_\_\_\_\_*  
*Junk Science Speech*

-5/13/93

*Lead Responsibility:* PM: Jim Ramsay  
RJR:

ETS ☒ FET ☐

*Time Line:*  
-Completed

*Description:* Speech theme: puts ETS in context of other government scientific blunder (e.g. Alar, chlorination of drinking water, showers)

Speech on file - can be altered/updated to fit specific audience.

*Action:*

- Speech revised for general use. Finished draft available 4/15/93.
- Two versions - one for PM speaker, one for a 3rd party speaker created on 4/12/93
- Speech developed for MAM 2/93.

*Budget:*

2048597220

*Project* \_\_\_\_\_ *Speeches* \_\_\_\_\_  
\_\_\_\_\_ *Economic Consequences*

-5/13/93

*Lead Responsibility:* PM:  
RJR: Clark Judge

ETS ☐ FET ☒

*Time Line:*  
-For review April 18, 1993

*Description:* Themes (develop)

*Action:*

*Budget:*

2048597221

*Project*\_\_\_\_\_

*Speeches*\_\_\_\_\_  
*Excise Taxes*

-5/13/93

*Lead Responsibility:* PM:  
RJR: Clark Judge

ETS ☐ FET ☒

*Time Line:*  
-For review April 18, 1993

*Description:* Themes (develop)

*Action:*

*Budget:*

2048597222

*Project \_\_\_\_\_ Speeches \_\_\_\_\_*  
*Canada and the Black Market*

-5/13/93

*Lead Responsibility:* PM:  
RJR: Clark Judge

ETS ☐ FET ☒

*Time Line:*  
-For review april 18, 1993

*Description:* Themes (develop)

*Action:*

*Budget:*

2048597223



*Project*

*Speeches*

*Basic Speech*

-5/13/93

*Lead Responsibility:* PM:  
RJR: Clark Judge

ETS ■ FET ■

*Time Line:*  
-For review April 18, 1993

*Description:* Themes (develop)

*Action:*

*Budget:*

2048597224